

MAR 18 1924

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation of U.S.

A SOCIETY SCANDAL, seven reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation of U.S.
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
A Society Scandal	3-18-24	©CIL 20003

The return of the above copies was requested by the said
Company, by its agent and attorney on the 18th day of
March, 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Fulton Brylawski

MAR 18 1924 /

©CIL 20003

/ A SOCIETY SCANDAL /

Photoplay in seven reels /

/ From the play THE LAUGHING LADY

by Alfred Sutro

Directed by Allan Dwan

Author of the photoplay (under Section 62)

Famous Players Lasky Corporation of U.S.

MAR 18 1924

©CLL 20003

PARAMOUNT

PRESS

Adolph Zukor and
Jesse L. Lasky
present
GLORIA SWANSON
in
"A SOCIETY SCANDAL"
An ALLAN DOWDY
Production
From the play "The Laughing Cavalier"
Screen play by
A Paramount Picture

PURPOSE: To Help You See

GLORIA SWANSON NEVER OFFERED ACTING NOR WORE SUCH AN OUTFIT AS SHE DOES IN HER GLASSY PICTURE

Gloria in silks and laces, Gloria in furbelows, Gloria wearing gowns as only she can wear them. But the vital, flashing, dramatic Gloria you saw in "Zaza" and "The Humming Bird"—Gloria in a dramatic love-comedy, full of entertainment, full of charm, full of thrill.

CAST

Marjorie Colbert	GLORIA SWANSON
Daniel Farr	Rod La Rocque
Harrison Peters	Ricardo Cortez
Hector Colbert	Allan Simpson
Mrs. Maturin Colbert	Mrs. Ida Waterman
Mrs. Hamilton Pennfield	Mrs. Thelma Converse
Mr. Schuyler Burr	Fraser Coalter
Mrs. Burr	Catherine Proctor
Mr. Hamilton Pennfield	Wilfred Donovan
Patricia DeVoe	Yvonne Hughes
	Catherine Coleburn
	Marie Shelton
	Dorothy Stokes
	Cornelius Keefe
Friends of Marjorie	

SYNOPSIS

Marjorie Colbert (Gloria Swanson), a beautiful young society woman, married Hector Colbert when he was a war hero, but now the romance has worn out. Marjorie, eager for excitement and bored with her drab, rather stupid husband, turns to Harrison Peters, a society outcast and known to be a cheater at cards. When Marjorie's mother-in-law protests at her friendship for Peters, Marjorie, in a huff, leaves her husband and goes to live at a fashionable hotel.

Peters makes violent love to her. At a gay week-end party at the country home of a Long Island millionaire, Peters deliberately compromises Marjorie by walking out of her bedroom in decidedly unconventional attire right before their host and hostess. There is a big scandal, and Hector Colbert sues for divorce from Marjorie.

Colbert's lawyer is Daniel Farr, a handsome, violently ambitious young attorney. Farr laughs at Marjorie's story that Peters' presence in her bedroom was innocent, attacks her savagely, and tears her reputation to shreds. Marjorie conceives a violent hate for Farr. The divorce is granted and Marjorie, once society's favorite, becomes an outcast.

Sometime later, Marjorie's friend, Caroline Pennfield by accident brings Marjorie and Farr together at a dinner party. Marjorie, arrayed in her most daring gown and concealing her hate for Farr, vamps him unmercifully. He is infatuated with her and readily agrees to visit her in her hotel room for tea the next afternoon. Moreover, he believes she was innocent of wrongdoing with Peters, and wishes to apologize.

When Farr arrives the next afternoon, Marjorie, still plotting revenge on him, leaves him for a moment and goes into her bedroom. She comes out with her gown torn and her hair down. As Farr, amazed, approaches her, she rushes out into the corridor of the hotel crying that Farr has attempted to attack her. The story gets into all the papers, and Farr is ruined.

But Marjorie realizes now that her triumph is empty. She loves Farr. She makes a full confession to the papers, admitting her story about Farr attacking her was a lie, and prepares to disappear. But at the last moment Farr comes to her and takes her into his arms.

Run the novelty story below in your programs and house organs

A SOCIETY SCANDAL

Attorney Farr lashes reputation of Marjorie Colbert in sensational divorce case

Pretty defendant flaunts decency, says lawyer

Adolph Zukor
and Jesse L. Lasky
present



From the stage success "The Laughing Cavalier"

Above is the 4-column newspaper ad prepared for in exploiting your showing of "A Society Scandal" to the public. Your Exchange has mats available to you at nominal cost.

FOURTEEN GOWNS ADORN GLORIA IN HER NEW PICTURE

Stunning Clothes and Special Coiffures Make Her More Glorious Than Ever

Star—GLORIA SWANSON
Producer—Allan DOWDY
and "Big Brother"
Author—Alfred S.
Story—Frank M. "The Laughing Cavalier"

PARAMOUNT SHEET

Adolph Zukor and Jesse L. Lasky present
GLORIA SWANSON
 in
"A SOCIETY SCANDAL"
 An ALLAN DWAN Production
 From the play "The Laughing Lady" by Alfred Sutro
 Screen play by Forrest Halsey
 A Paramount Picture

PURPOSE: To Help You Sell the Picture to the Public.

NEVER OFFERED SUCH MARVELOUS
 E SUCH AN ARRAY OF GORGEOUS GOWNS
 ER CLASSY PICTURE, "A SOCIETY SCANDAL"

Adolph Zukor
 and Jesse L. Lasky
 present

GLORIA SWANSON

PUT
 OVER

Adolph Zukor and Jesse L. Lasky present

GLORIA SWANSON

in **"A SOCIETY SCANDAL"**

Everyday News
 Thursday, January 15, 1929
 Vol. 2, No. 1971, 35 Pages

Harrison Peters' unsavory reputation was further blackened when several witnesses in the Colbert divorce linked his name with that of the pretty defendant.

Hector Colbert (right), the young husband whose amazing charges against his wife threw the crowded court-room into a flutter of excitement.

DISGRACED.—Margaret Colbert, society beauty and central figure in the scandal fired in the divorce court yesterday.

Tense scene in Colbert trial, sketched by a staff artist during Attorney Farr's vicious attack on the fair defendant, whose pretty eyes hurled back contempt and

THE INSIDE STORY
 of society's shocking divorce scandals. Told amid the dazzling splendor of society ballroom and boudoir. And Gloria's gowns!
 Oh, you MUST see this one!

AN ALLAN DWAN PRODUCTION

Paramount Picture

Here's a
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**FOURTEEN GOWNS
 ADORN GLORIA IN
 HER NEW PICTURE**

Stunning Clothes and Special Coiffures Make Her More Glorious Than Ever

Gloria Swanson returns to her

Picture Facts in Brief

Star—GLORIA SWANSON.
 Producer—Allan Dwan, who made "Robin Hood," "Zaza" and "Big Brother."
 Author—Alfred Sutro.
 Story—From "The Laughing Lady," the stage play in which Ethel Barrymore starred with great success.

**YOUNG DIVORCEE
 ASKED TO VACATE
 ROOMS IN HOTEL**

Former Mrs. Hector Colbert Requested to Leave After Scene with Husband's Lawyer

Mrs. Hector Colbert, of whom

Rod

COUNT

Lasky present
SWANSON
"SCANDAL"
Production
by Alfred Sutro
Halsey
ture

SHEET

Picture to the Public.

ERED SUCH MARVELOUS
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SWANSON

News
Tuesday, January 1, 1927
"SCANDAL"

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Tense scene
in Colbert
trial, sketch-
ed by a staff
artist during
Attorney
Farr's vi-
cious attack
on the fair
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back con-
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AN
ALLAN DWAN
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THE inside story
of society's
shocking divorce
scandals. Told amid
the dazzling splen-
dor of society ball-
room and boudoir.
And Gloria's
gowns!

Oh, you MUST
see this one!

PUTTING IT
OVER RIGHT

Here's a Swanson picture that has everything: Gloria, gowns, a great box-office title, a great story based upon a well known play, and an exceptional supporting cast.

Miss Swanson wears fourteen different costumes, all stunners, from evening gown and ultra-expensive furs to filmy negligee. There are a couple of high society parties that are the limit for up-to-date wildness, one of them actually staged in the famous Ritz-Carlton Hotel, New York, and the other in a millionaire's country home on Long Island.

The story is about high society life, love, and divorce. Gloria has her reputation ruined by an honest but too earnest young lawyer, who is trying to get her husband a divorce from her on the grounds of misconduct with another man and, in revenge, ruins the lawyer's reputation, only to discover that she has fallen in love with him.

How about teaser ads like this: "Have you heard the gossip about Marjorie Colbert and that notorious Harrison Peters? It's 'A Society Scandal'."

"Don't believe the scandalous stories that are being whispered about me until you see 'A Society Scandal.' Marjorie Colbert."

"56,789 divorces among the rich in 1923. It's 'A Society Scandal'."

Publish the newspaper story offered you in another part of this page in the form of a miniature newspaper and use as throwaway. Or publish in your program or house organ.

Start a controversy in the columns of your local newspaper about the question of whether rich people get divorces too easily. Call it "A Society Scandal."

"A Society Scandal" was adapted from Alfred Sutro's "The Laughing Lady," in which Ethel Barrymore has been starring on the stage, but the story has been greatly changed. The locale has been altered from London to New York and Long Island, and the action and characters have been jazzed up to date until this is by far the liveliest, most thoroughly modern and de luxe production, in which Miss Swanson has ever appeared.

Gloria Swanson hasn't gone back to her gowns and forgotten the acting she did in "Zaza" and "The Humming Bird." Don't let them get that idea. Gloria has big dramatic and emotional moments in "A Society Scandal" such as none of her former pictures have ever offered her. And, besides, she wears the most alluring gowns that have ever graced her smooth and charming figure.

for your use
the public.
cost.

See also the other attractive press ads on Page 2 of this Press Sheet. They can either be used "as is" or cut up and adapted to local conditions. The halftones are 55-screen and will print nicely.

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Everyday News
VOL. 5 No. 1971. 37 Pages
ALL THE NEWS
FIT TO PRINT

in "A SOCIETY SCANDAL"



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a
Paramount
Picture

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Have you ever seen more box-office than t and press ads than t offering you, demonst press sheet, on "A Soc Better double your us newspaper and billboard picture really deserves

The herald on this a nifty also. You could away from it with a s once they've read the need a battery of ma keep them out of your is, if you're saving that for something else!

A fashion show prologu apropos as it is for this prize for the gal who too Gloria.

Novelty ad: "You heard that Marjorie multi-millionaire societ ed up in 'A Society Sc ing something about th fair, I am coming to th Theatre next people of the Gloria Swanson."

Ideas for placards: ' the National Prohib might cause 'A Society

There is a popular d flappers called the "Scam christen a variation of th Scandal Walk" and get chestra leaders and the ne it up. Perhaps a couple could dance it for a prolog (Continued on Pa

FOURTEEN GOWNS ADORN GLORIA IN HER NEW PICTURE

Stunning Clothes and Special Coiffeurs Make Her More Glorious Than Ever

Gloria Swanson returns to her wardrobe in her newest Paramount picture, "A Society Scandal," an adaptation of Alfred Sutro's stage success, "The Laughing Lady."

This picture, following as it does "Zaza" and "The Humming Bird," is a direct contrast to the two in the matter of clothes. Miss Swanson wears fourteen different gowns in this production, while in "The Humming Bird" she has but four outfits, one of them being boy's clothes.

She is resplendent in dinner frocks, dazzling evening gowns and snappy sport togs in her role of an ultra-fashionable young society woman, and she hasn't forgotten her acting of "Zaza" and "The Humming Bird" either.

And that's not all—with each of the stunning gowns Miss Swanson has a special coiffeur that will make the women-folk green with envy.

Besides being a highly dramatic story, this new picture is a fashion review of the highest order.

It's a story of New York high society life—that side so carefully concealed from the public—an expose of the private life of the Four Hundred.

You've never really seen Gloria Swanson until you've seen her in "A Society Scandal."

Rod La Rocque and Ricardo Cortez play opposite the star, and Allan Simpson is also prominently cast as Gloria's pampered husband in the picture, which will be the feature at the Theatre on next.

Picture

Star—GLORIA SWANSON
Producer—Allan Dwan
and "Big Brother."
Author—Alfred Sutro.
Story—From "The Laughing Lady," the stage play in which Ethel Barrymore starred with great success.
Type of Story—A love story of high society scandal and divorce.
Scenarist—Forrest Halsey, who adapted "The Humming Bird."
Photographer—Hal Rosson.
Support—Rod La Rocque, of "Don't Call It Love" and "The Ten Commandments," Ricardo Cortez of "The Call of the Canyon," Allan Simpson, Mrs. Ida Waterman, etc.

Big Scene

in the divorce court where Farr strips Marjorie Colbert of the last shred of respectability by his merciless accusations to obtain a decree of divorce for her husband; Marjorie's meeting with Farr at dinner the evening after the sensational divorce case; Marjorie's moment of revenge in her hotel rooms; her confession of the entire truth of the episode with Harrison; the realization of her love for Farr—and vice versa. These and a hundred more go to make "A Society Scandal" one of the most dramatically entertaining pictures ever made. It's the biggest thing Miss Swanson has done to date.

Selling Points

—every way than something. The fact that it was produced by Allan Dwan who screened such successes as "Robin Hood," "Zaza" and "Big Brother," is a great box-office asset. And what actress on the American stage or screen is more of a drawing card than Gloria Swanson—especially when there are gorgeous gowns and real dramatic action in the bargain?

Appeal

—The story, one of intimate society life, scandal, divorce and a woman's reputation, will appeal to all classes of patrons. There never was a Swanson picture yet that failed to be a big success, both from the entertainment angle and as a box-office drawing card. You can't go wrong on "A Society Scandal."

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The week-end party at Southampton; scenes in the divorce court where Farr strips Marjorie Colbert of the last shred of respectability by his merciless accusations to obtain a decree of divorce for her husband; Marjorie's meeting with Farr at dinner the evening after the sensational divorce case; Marjorie's moment of revenge in her hotel rooms; her confession of the entire truth of the episode with Harrison; the realization of her love for Farr—and vice versa. These and a hundred more go to make "A Society Scandal" one of the most dramatically entertaining pictures ever made. It's the biggest thing Miss Swanson has done to date.

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Pretty defendant flaunts decency, says lawyer

Never in the memory of New York society has one of its members had her reputation attacked so frankly and vehemently as was that of Marjorie Colbert yesterday afternoon by Daniel Farr, attorney for Hector Colbert, who is suing the very pretty and allegedly very indiscreet Marjorie for divorce. Never have even the little scandal publications, which exist principally for the purpose of blackmailing society, ever dared intimate the, to say the least, unconventional actions of which Farr publicly accused Mrs. Colbert in summing up for the plaintiff, her husband. The case is expected to go to the jury tomorrow morning.

"Are the laws dictated by decency to guard the honor of the American home or are they made to be laughed at by women like this?" cried Farr during the course of his summing up, pointing an accusing finger at Marjorie Colbert, who looked extremely lovely in chic gowns and furs and wearing the famous Colbert jewels. However, she was visibly annoyed and somewhat worried as Farr's attack grew in violence, and at one moment her mask of indifference dropped abruptly and she looked ready to spring up and tear the lawyer to pieces.

"Everywhere from coast to coast," Farr shouted, "those who are fighting the wave of moral laxness that is threatening marriage and the home, are waiting for the verdict in this case. If Marjorie Colbert escapes, to return with reputation unsmirched, to the bosom of society, then the laws are not for women of fashion and wealth like her, but for the poor only."

Farr by sheer eloquence and earnestness seems to have swept away the favorable impression, which Mrs. Colbert's warm, dark beauty made upon the jury yesterday, when she denied any wrongdoing with Harrison Peters at the time she and the handsome young man-about-town were discovered under compromising circumstances in Mrs. Colbert's room at the notorious Harrison house-party on Long Island. Within the inner circle of society, however, it is whispered that—

But why tell you the whole story and spoil it for you? If you really wish to know how Marjorie Colbert got into this terrible predicament and the amazing thing that happened after the jury's verdict, see Gloria Swanson as "Marjorie Colbert" in "A Society Scandal," coming to the..... Theatre next.....

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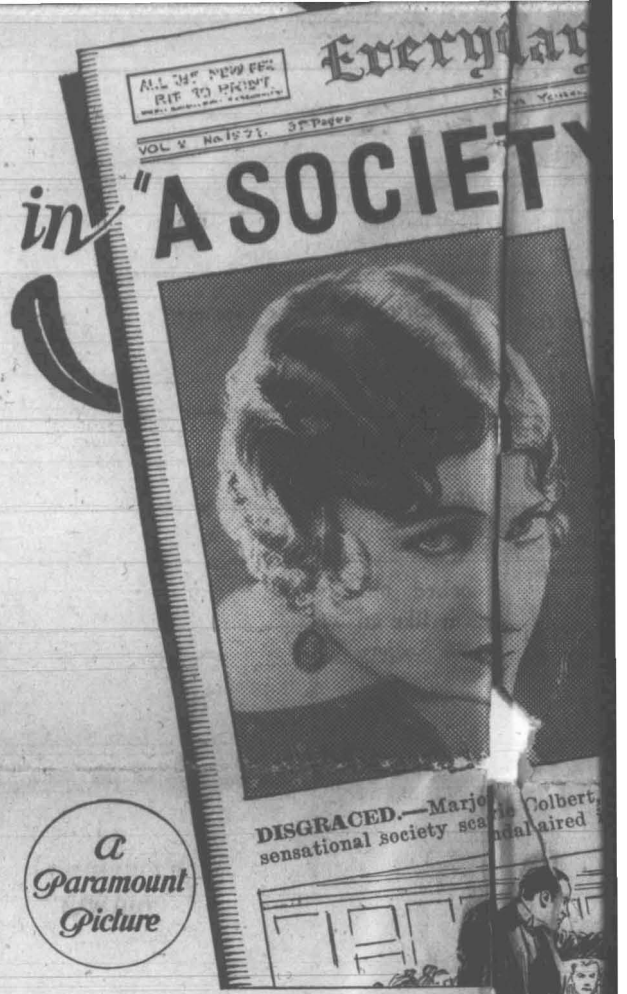
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 Scenarist—Forrest
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 Photographed by—H.
 Support—Rod La Rocque
 "The Ten Commandments"
 of the Grand Canyon

Big Scen

in the divorce case of the late Mrs. Colbert. The picture is a sensational divorce story in her hotel room. The episode with Farr—and vicariously make "A Society Scandal" an entertaining picture. Miss Swanson is selling points—every way that something. The who screened and "Big Brother" what actress on a drawing card there are gorging the bargain?

Appeal—The story of divorce and a classes of patrons yet that failed to gain a tainment angle can't go wrong

"A SOCIETY SCANDAL"

Harrison Peters' unsavory reputation was further blackened when several witnesses in the Colbert divorce linked his name with that of the pretty defendant.



Hector Colbert (right), the young husband, whose amazing charges against his wife threw the crowded court-room into a flutter of excitement.



DISGRACED.—Marjorie Colbert, society beauty and central figure in the sensational society scandal, appeared in the divorce court yesterday.

Tense scene in Colbert trial, sketched by a staff artist during Attorney Farr's vicious attack on the fair defendant, whose pretty eyes hurled back contempt and

AN
ALLAN DWAN
PRODUCTION

THE inside story of society's shocking divorce scandals. Told amid the dazzling splendor of society ballroom and boudoir. And Gloria's gowns!
Oh, you MUST see this one!

box-office title, a great upon a well known play, ceptional supporting cast. Miss Swanson wears ferent costumes, all stur evening gown and ultr furs to filmy negligee. couple of high society are the limit for up-to-da one of them actually sta famous Ritz-Carlton Ho York, and the other in a country home on Long Is The story is about high love, and divorce. Glor reputation ruined by an too earnest young lawyer, ing to get her husband a d her on the grounds of with another man and, ruins the lawyer's reputa discover that she has fal with him.

How about teaser ads like you heard the gossip about Marjorie and that notorious Har It's 'A Society Scandal'.

"Don't believe the scandal are being whispered about see 'A Society Scandal.' Marj '56,789 divorces among the It's 'A Society Scandal'."

Publish the news offered you in another page in the form of a newspaper and use as Or publish in your progr organ.

Start a controversy in of your local newspaper question of whether rich divorces too easily. Cal city Scandal."

"A Society Scandal" from Alfred Sutro's "The Lady," in which Ethel Ba been starring on the sta story has been greatly ch locale has been altered f to New York and Long the action and character jazed up to date until t the liveliest, most thorou and de luxe production Miss Swanson has ever s

Gloria Swanson hasn't got gowns and forgotten the act "Zaza" and "The Humming let them get that idea. G dramatic and emotional mom city Scandal" such as none pictures have ever offered sides; she wears the most a that have ever graced her charming figure.

Rod La Rocque, who i hit of his life in "The Te ments," is Miss Swans man. Ricardo Cortez, liked very much in "The Canyon," is the villain; son, the man who real for the Arrow Collar Gloria's husband.

Have you ever seen more box-office than offering you, demonst press sheet, on "A Soc Better double your us newspaper and billboard picture really deserves.

The herald on this a nifty also. You could away from it with a s once they've read the need a battery of ma keep them out of your is, if you're saying that for something else!

A fashion show prologa apropos as it is for this prize for the gal who loo Gloria.

Novelty ad: "You heard that Marjorie multi-millionaire societ ed up in 'A Society Sc ing something about th fair, I am coming to th Theatre next people of the Gloria Swanson."

Ideas for placards: ' the National Prohib might cause 'A Society

There is a popular d flappers called the "Scam christen a variation of th Scandal Walk" and get chestra leaders and the ne it up. Perhaps a couple could dance it for a prolog

(Continued on Pa

the 4-column newspaper ad prepared for your use our showing of "A Society Scandal" to the public. has mats available to you at nominal cost.

See also the other attractive press ads on Page 2 of this Press Sheet. They can either be used "as is" or cut up and adapted to local conditions. The halftones are 55-screen and will print nicely.

GOWNS GLORIA IN V PICTURE

and Special Coif- More Glorious Ever

n returns to her ewest Paramount ty Scandal," an fred Sutro's stage ughing Lady." llowing as it does "The Humming t contrast to the t of clothes. Miss ource different uction, while in Bird" she has but e of them being

ndent in dinner evening gowns t togs in her role onable young soci- she hasn't forgot- of "Zaza" and Bird" either.

t all—with each of wns Miss Swanson coiffeur that will n-folk green with

a highly dramatic picture is a fashion ghest order.

of New York high at side so carefully the public—an ex- ate life of the Four

really seen Gloria you've seen her in ndal."

que and Ricardo osite the star, and is also prominently pampered husband which will be the Theatre next.

Picture Facts in Brief

Star—GLORIA SWANSON.
Producer—Allan Dwan, who made "Robin Hood," "Zaza" and "Big Brother."
Author—Alfred Sutro.
Story—From "The Laughing Lady," the stage play in which Ethel Barrymore starred with great success.
Type of Story—A love story of high society scandal and divorce.
Scenarist—Forrest Halsey, who adapted "The Humming Bird."
Photographer—Hal Rosson.
Support—Rod La Rocque, of "Don't Call It Love" and "The Ten Commandments," Ricardo Cortez of "The Call of the Canyon," Allan Simpson, Mrs. Ida Waterman, Frances Hughes, etc.

Big Scene—The week-end party at Southampton; scenes in the divorce court where Farr strips Marjorie Colbert of the last shred of respectability by his merciless accusations to obtain a decree of divorce for her husband; Marjorie's meeting with Farr at dinner the evening after the sensational divorce case; Marjorie's moment of revenge in her hotel rooms; her confession of the entire truth of the episode with Harrison; the realization of her love for Farr—and vice versa. These and a hundred more go to make "A Society Scandal" one of the most dramatically entertaining pictures ever made. It's the biggest thing Miss Swanson has done to date.

Selling Points—"A Society Scandal" is a bigger picture in every way than "The Humming Bird," and that's saying something. The fact that it was produced by Allan Dwan who screened such successes as "Robin Hood," "Zaza" and "Big Brother," is a great box-office asset. And what actress on the American stage or screen is more of a drawing card than Gloria Swanson—especially when there are gorgeous gowns and real dramatic action in the bargain?

Appeal—The story, one of intimate society life, scandal, divorce and a woman's reputation, will appeal to all classes of patrons. There never was a Swanson picture yet that failed to be a big success, both from the entertainment angle and as a box-office drawing card. You can't go wrong on "A Society Scandal".

YOUNG DIVORCEE ASKED TO VACATE ROOMS IN HOTEL

Former Mrs. Hector Colbert Requested to Leave After Scene with Husband's Lawyer

Mrs. Hector Colbert, of whom much has been said and written lately in connection with her husband's suit for divorce, last evening was requested by the manager of her hotel to vacate the suite which she had occupied since breaking off with her mother-in-law, Mrs. Maturin Colbert, when she discovered that the latter was having her trained by detectives for the purpose of gaining, if possible, sufficient grounds for her son's divorce.

The report goes that Daniel Farr, who will be recalled as Colbert's attorney during the divorce proceedings, is the other party in a scandal that is bound to make sedate society sit up and take notice—going on further to say that the rumpus started when young Harrison Peters, also a prominent figure in the Colbert case was thrown out bodily from Mrs. Colbert's rooms by Farr.

The hotel manager and house attendants, going up to discover the trouble, were greeted with the sight of young Mrs. Colbert standing with Farr in the doorway, her dress torn and hair dishevelled. It was at this juncture that she was requested to leave.

There is considerable speculation among the upper circles of the socially elite as to just what lead up to the row, and those interested in the affair expect nothing short of a sensation when Peters reveals what he knows.

The entire affair will be untangled at the..... Theatre next..... Better be there.

TY SCANDAL

Harrison Peters' unsavory reputation was further blackened when several witnesses in the Colbert divorce linked his name with that of the pretty defendant.



Hector Colbert (right), the young husband whose amazing charges against his wife threw the crowded court-room into a flutter of excitement.



Colbert, society beauty and central figure in the tangle of the divorce court yesterday.



Tense scene in Colbert trial, sketched by a staff artist during Attorney Farr's vicious attack on the fair defendant, whose pretty eyes hurled back contempt and

AN
ALLAN DWAN
PRODUCTION

THE inside story of society's shocking divorce scandals. Told amid the dazzling splendor of society ballroom and boudoir. And Gloria's gowns! Oh, you **MUST** see this one!

everything. Gloria, a great box-office title, a great story based upon a well known play, and an exceptional supporting cast.

Miss Swanson wears fourteen different costumes, all stunners, from evening gown and ultra-expensive furs to filmy negligee. There are a couple of high society parties that are the limit for up-to-date wildness, one of them actually staged in the famous Ritz-Carlton Hotel, New York, and the other in a millionaire's country home on Long Island.

The story is about high society life, love, and divorce. Gloria has her reputation ruined by an honest but too earnest young lawyer, who is trying to get her husband a divorce from her on the grounds of misconduct with another man and, in revenge, ruins the lawyer's reputation, only to discover that she has fallen in love with him.

How about teaser ads like this: "Have you heard the gossip about Marjorie Colbert and that notorious Harrison Peters? It's 'A Society Scandal'."

"Don't believe the scandalous stories that are being whispered about me until you see 'A Society Scandal.' Marjorie Colbert." "56,789 divorces among the rich in 1923. It's 'A Society Scandal'."

Publish the newspaper story offered you in another part of this page in the form of a miniature newspaper and use as throwaway. Or publish in your program or house organ.

Start a controversy in the columns of your local newspaper about the question of whether rich people get divorces too easily. Call it "A Society Scandal."

"A Society Scandal" was adapted from Alfred Sutro's "The Laughing Lady," in which Ethel Barrymore has been starring on the stage, but the story has been greatly changed. The locale has been altered from London to New York and Long Island, and the action and characters have been jazzed up to date until this is by far the liveliest, most thoroughly modern and de luxe production, in which Miss Swanson has ever appeared.

Gloria Swanson hasn't gone back to her gowns and forgotten the acting she did in "Zaza" and "The Humming Bird." Don't let them get that idea. Gloria has big dramatic and emotional moments in "A Society Scandal" such as none of her former pictures have ever offered her. And, besides, she wears the most alluring gowns that have ever graced her smooth and charming figure.

Rod La Rocque, who is making the hit of his life in "The Ten Commandments," is Miss Swanson's leading man. Ricardo Cortez, whom they liked very much in "The Call of the Canyon," is the villain; Allan Simpson, the man who really does pose for the Arrow Collar ads, plays Gloria's husband.

Have you ever seen a classier or more box-office smash of posters and press ads than the ones we're offering you, demonstrated in this press sheet, on "A Society Scandal"? Better double your usual order for newspaper and billboard space. This picture really deserves it.

The herald on this picture is sure a nifty also. You couldn't keep people away from it with a shot gun. And once they've read the herald, you'll need a battery of machine guns to keep them out of your theatre. That is, if you're saving that standing room for something else!

A fashion show prologue was never so apropos as it is for this film. Give a prize for the gal who looks the most like Gloria.

Novelty ad: "You have probably heard that Marjorie Colbert, the multi-millionaire society girl, is mixed up in 'A Society Scandal.' Knowing something about this notorious affair, I am coming to the..... Theatre next to tell the people of..... the truth about it. Gloria Swanson."

Ideas for placards: "Do not violate the National Prohibition Act. It might cause 'A Society Scandal.'"

There is a popular dance among the flappers called the "Scandal Walk." Rechristen a variation of this "The Society Scandal Walk" and get dancers and orchestra leaders and the newspapers to take it up. Perhaps a couple of professionals could dance it for a prologue to your show.

(Continued on Page 3)

"Laughing Lady" by Alfred Sutro—Screen play by Forrest Halsey

pared for your use
dal" to the public.
minal cost.

See also the other attractive press ads on Page 2 of this Press Sheet. They can either be used "as is" or cut up and adapted to local conditions. The halftones are 55-screen and will print nicely.

Picture Facts in Brief

GLORIA SWANSON.

—Allan Dwan, who made "Robin Hood," "Zaza" and "The Laughing Lady," the stage play in which Barrymore starred with great success.

—Alfred Sutro.

—Forrest Halsey, who adapted "The Humming Bird."

—Hal Rosson.

—Rod La Rocque, of "Don't Call It Love" and "The Call of the Canyon," Allan Simpson, Mrs. Ida Waterman.

—Hughes, etc.

The week-end party at Southampton; scenes of a divorce court where Farr strips Marjorie Colbert of her shred of respectability by his merciless accusation that she obtained a decree of divorce for her husband; Marjorie's meeting with Farr at dinner the evening after the divorce case; Marjorie's moment of revenge in the hotel rooms; her confession of the entire truth of her love for Farr; the realization of her love for Farr and vice versa. These and a hundred more go to make "A Society Scandal" one of the most dramatically interesting pictures ever made. It's the biggest thing Gloria Swanson has done to date.

— "A Society Scandal" is a bigger picture in every way than "The Humming Bird," and that's saying a great deal. The fact that it was produced by Allan Dwan, who has achieved such successes as "Robin Hood," "Zaza" and "The Laughing Lady," is a great box-office asset. And the press on the American stage or screen is more of a card than Gloria Swanson—especially when she is in the gorgeous gowns and real dramatic action in "A Society Scandal."

The story, one of intimate society life, scandal, and a woman's reputation, will appeal to all the patrons. There never was a Swanson picture that failed to be a big success, both from the entertainment angle and as a box-office drawing card. You can't go wrong on "A Society Scandal."

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The report goes that Daniel Farr, who will be recalled as Colbert's attorney during the divorce proceedings, is the other party in a scandal that is bound to make sedate society sit up and take notice—going on further to say that the rumpus started when young Harrison Peters, also a prominent figure in the Colbert case was thrown out bodily from Mrs. Colbert's rooms by Farr.

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There is considerable speculation among the upper circles of the socially elite as to just what lead up to the row, and those interested in the affair expect nothing short of a sensation when Peters reveals what he knows.

The entire affair will be untangled at the..... Theatre next..... Better be there.



Gloria Swanson in 'A ADS AND AIDS THAT W

NOTE TO EXHIBITORS: Your Paramount exchange
Book. Also cuts of one, two and two-column s

Adolph Zukor,
Jesse L. Lasky
present

GLORIA SWANSON in "A Society Scandal"

An
Allan Dwan
Production

A
Paramount
Picture

ONLY a super-picture could surpass
"The Humming Bird." This IS a
super-picture! With a superfine Swanson,
a superlative story, a superb cast, and
superior direction by the man who made
"Zaza."

Three-column Newspaper Advertisement 3A. (Mats Only)

These 55-screen
halftones will
print perfectly.



Gloria Swanson and Allan Simpson in a scene from the
Paramount Picture "A Society Scandal" An Allan Dwan Production



Gloria Swanson
in the Paramount Picture
"A Society Scandal"



SEE GLORIA
call her "Gloria"
fore such a
provoking
ly emotional ro

From Alfred Sutro's play

Two-column

Ad or Pro

Sh! Don't tell a soul
Society Scandal!"

The picture that mak

Remember! If you miss
triumph of triumph it's
Society Scandal."

A startling society dra
sparkling style show n o

Society isn't easily sho
the Colbert affair rocke
earthquake. See why n
Scandal."



Gloria Swanson
in the Paramount
"A Society Scandal"
Production M

Gloria Swanson in "A Society Scandal"

SEATS THAT WILL FILL EVERY SEAT

See: Your Paramount exchange has mats of all the ads illustrated in this Press of one, two and two-column supplementary ads. Price list on Page 4.



Gloria Swanson
in
"A Society Scandal"

Presented by
Adolph Zukor
and
Jesse L. Lasky
a
Paramount
Picture

AN ALLAN DWAN PRODUCTION

SEE Gloria Swanson in "A Society Scandal" you'll know why they call her "Gloria." Never before such a display of wonderful, gasp-provoking scenes! Never such a highly emotional role, so superbly acted!

Rod
Z.
Rocque
in
the
cast

From Alfred Sutro's play "The Laughing Lady"—Scenario by Forrest Halsey

Two-column Supplementary Press Ad 2AS

Ad or Program Catchlines

Sh! Don't tell a soul what happened to Marjorie Colbert. It's "A Society Scandal!"

The picture that makes an open book of society's innermost secrets.

Remember! If you miss Gloria's triumph of triumph, it'll be "A Society Scandal."

A startling society drama and a sparkling style show in one.

Society isn't easily shocked, but the Colbert affair rocked it like an earthquake. See why in "A Society Scandal."

Adolph Zukor and Jesse L. Lasky
present



An
ALLAN DWAN
PRODUCT



IF "A Society Scandal" were only half as good as "The Humming Bird," it would still be a great picture. But it's twice as good! Come and see for yourself!

A
Paramount
Picture

Two-column Press Advertisement 2A

(Space for Theatre Name)

SOCIETY SCANDAL

The illustrated magazine that tells the truth about society



Gloria Swanson
in the Paramount Picture
"A Society Scandal"
Production Mat 1PA

Adolph Zukor and Jesse L. Lasky present

Gloria Swanson
in the Paramount Picture
"A Society Scandal"

Mat 1PB

'A Society Scandal'

WILL FILL EVERY SEAT

ange has mats of all the ads illustrated in this Press
n supplementary ads. Price list on Page 4.



Gloria Swanson
in
"A Society Scandal"

Presented by
Adolph Zukor
and
Jesse L. Lasky
a
Paramount
Picture

AN ALLAN DWAN PRODUCTION

Swanson in "A Society

Adolph Zukor and Jesse L. Lasky
present

SWANSON
GLORIA
in
**"A SOCIETY
SCANDAL"**

An
ALLAN DWAN
PRODUCTION

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only half as good as
"The Humming
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a
Paramount
Picture

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Gloria Swanson
Paramount Picture
Society Scandal
Production Mat IPA

Ad or

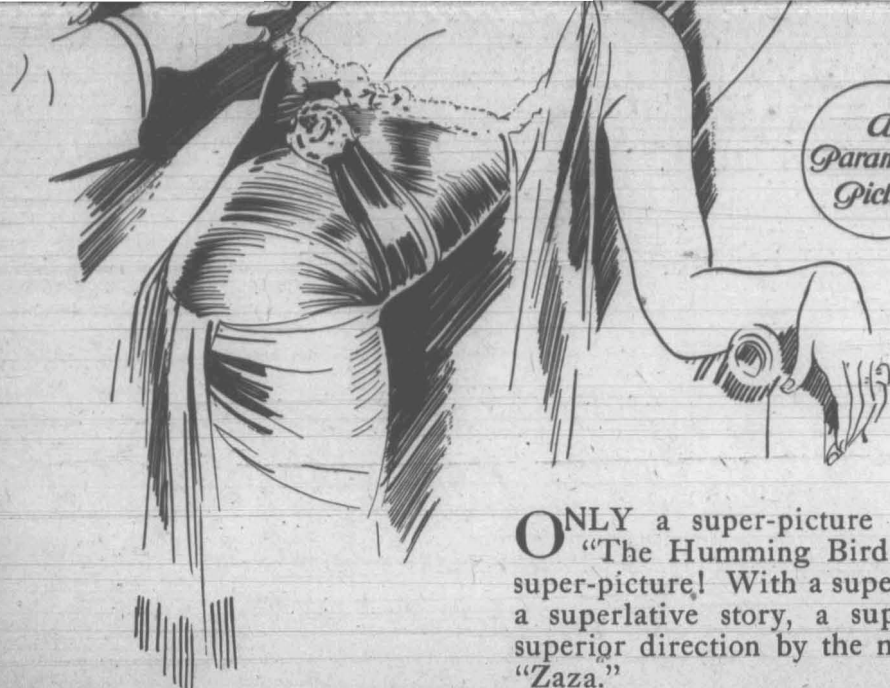
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Three-column Newspaper Advertisement 3A. (Mats Only)

These 55-screen
halftones will
print perfectly.



Gloria Swanson and Allan Simpson in a scene from the
Paramount Picture "A Society Scandal" An Allan Dwan Production

Two-column Production Mat 2P



Gloria Swanson
in the Paramount Picture
"A Society Scandal"

Production Mat 1PB



Gloria S
in the Paramo
"A Society
Production



Gloria Swanson and Rod La Rocque in a scene from the Paramount Picture
"A Society Scandal" An Allan Dwan Production

Special Three-column Newspaper Mat 3P

Adolph Zukor and J

GL
SWAN



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AN ALLAN DW
A Paramo

G LORIA'S
return to
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adorned with
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One-column P

Ad or Program Catchlines

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Two-column Press Advertisement 2A

(Space for Theatre Name)

SOCIETY SCANDAL

The illustrated magazine that tells the truth about society



"The handsome young divorce lawyer and the fair Marjorie, it is whispered"

Classy Four-Page Roto Magazine

ABOVE is a greatly reduced reproduction of the new style Roto cover. Actual size, 10½ x 14½ inches.

If this isn't a sure theatre-filler, we don't know what is. They'll hook, line and sinker!

And you should see the material inside. Snappy scenes and box-that's sure to be read to the last word. Unlimited opportunities for tie every store in town!

Back page is two-thirds blank—local ads will pay the cost and more. You get a thousand for only \$7.50. See a sample at your Paramount

could surpass
"This IS a
fine Swanson,
perb cast, and
man who made



Gloria Swanson
in the Paramount Picture
"A Society Scandal"

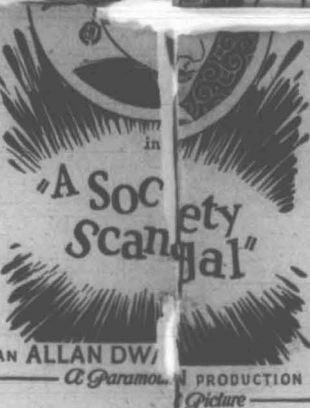
Production Mat IPA

Gloria Swanson
Paramount Picture
"A Society Scandal"

Production Mat IPB

Adolph Zukor and Jesse L. Lasky present

GLORIA SWANSON



GLORIA'S return to triumphant society love-drama the type of her famous. See that made brilliant actress of still the brilliant actress of "The Humming Bird," but "The Humming Bird," but her beauty adorned with the most exquisite gowns of her career.

Paramount Picture
Production

One-column Press Ad 1A

If "A Society Scandal" were only half as good as "The Humming Bird," it would still be a great picture. But it's twice as good! Come and see for yourself!



Two-column Press Advertisement 2A

or Program Catchlines

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"The handsome young divorce lawyer and the fair Marjorie, it is whispered—"

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And you should see the material inside. Snappy scenes and box-office talk that's sure to be read to the last word. Unlimited opportunities for tie-ups with every store in town!

Back page is two-thirds blank—local ads will pay the cost and more. You get a thousand for only \$7.50. See a sample at your Paramount exchange.



THERE NEVER WAS A SWAN IN BOX-OFFICE MATERIAL A

HOW I FELT WHEN I FIRST SAW MYSELF IN PICTURES

By Gloria Swanson

(Good Special Story for Your Newspapers)

It took me all evening to see myself on the screen for the first time," explained Gloria Swanson, Paramount star recently. "The first time the picture was run through I caught only a fleeting glimpse of myself so I had to sit through the second show to be sure to get a good view.

The picture was called "The Song in the Dark," and I guess I was pretty much in the dark all right, I only had a small part which accounted for my short stay on the screen.

The only thing I could recognize about myself was the clothes I was wearing. I looked almost black on the screen because I didn't know how to put on make-up. Only a flash was shown of me, and that was enough. I felt just as a person feels, when he is driving a car and another machine looms up suddenly. Your heart goes up into your throat. That's what happened to me when I saw myself first.

Every time I see myself in pictures now I always talk of the person I see as 'She.' 'She' shouldn't do that, or 'she' should have done this, I say to myself, for the character is something apart. I feel like the little girl, who has an invisible playmate. The person on the screen, to me, is not myself but another Gloria Swanson.

"A Society Scandal," Gloria Swanson's new Paramount picture, produced by Allan Dwan, with Rod La Rocque, Ricardo Cortez and Allan Simpson prominent in the supporting cast, comes to the . . . Theatre for a run of . . . days on . . . next.

This picture brings a new Gloria to the screen—a Gloria more glorious than ever, wearing gowns that'll knock your eye out—as for acting, Miss Swanson herself admitted that the role of Marjorie Colbert taxed her resources to the limit. To use the star's own words, "What a life!"

High-Hatting It At the Ritz Grand Ball Room

People throughout the United States who have never been in New York—and many New Yorkers, for that matter—will have an opportunity to view the grand ball room of the Ritz-Carlton hotel in Gloria Swanson's new Paramount picture, "A Society Scandal," coming to the . . . Theatre next . . .

Arrangements were made between the Ritz management and Allan Dwan, the director, for the use of the magnificent salon, and a scene showing a dance with one hundred or more couples was filmed, full electrical equipment being transported from the company's Long Island studio for the purpose.

Seldom are such scenes photographed in the actual room because of the almost insurmountable difficulties in arranging for the proper lighting, but the picture public wants the real thing, and Dwan gives it to them in this picture, an adaptation by Forrest Halsey of Alfred Sutro's highly successful stage play, "The Laughing Lady."

Rod La Rocque, Ricardo Cortez and Allan Simpson play in support of the star. Others in the cast are Fraser Coalter, Mrs. Ida Waterman and Yvonne Hughes.

Gloria Swanson Picks Her Ideal Actors and Actresses

The motion picture stars, no less than the motion picture fans, have

An All-Star Cast In A Knockout Story

Here's a cast that is all-star in every sense of the word—with three handsome leading men in one picture—and that's something!

Rod La Rocque, Ricardo Cortez and Allan Simpson play principal supporting roles opposite Gloria Swanson in her new Paramount picture, "A Society Scandal," an Allan Dwan production to be shown at the . . . Theatre on next . . .

Surely you remember La Rocque in William de Mille's "Don't Call It Love" and in the other famous brother's "The Ten Commandments," and you recall Cortez in "The Call of the Canyon" and "The Next Corner"? But who is this Simpson fellow, you say? Shame on you! Why he's the man who made the collar ad famous, was in "The Glimpses of the Moon" and with Bebe Daniels in "The Exciters."

An that's not the half of it. Here's a few in the supporting cast which makes the leading players step some to win the laurels. Mrs. Ida Waterman, a stage and screen actress of the old school, Thelma Morgan Converse, prominent society matron making a try of the picture game, Fraser Coalter, Yvonne Hughes, Catherine Proctor and a host of others. How's that for a cast?

Even if the story wasn't much to talk about, "A Society Scandal" would go across big on the merits of the cast alone—but what a story it is! And it's all about New York and the fashionable homes of the rich on Long Island. See Southampton where the social loungers have their tea and cake, ultra-modern week-end parties—and gowns that'll knock your eye out.

Here's Gloria in all her glory and with all her great acting skill shown in "Zaza" and "The Humming Bird" besides.

Now that we've told you something about it, if you miss it it's your own fault. But it's a safe bet you won't miss it.

Oh, Girls, Here's the Collar Ad Man Himself!

You've seen his picture everywhere and often wondered who he was—the man whose likeness stares down upon you from billboards and electric signs, car cards and store windows.

So let us introduce you to Allan Simpson, erstwhile nationally famous artist's model, at present playing an important supporting role opposite Gloria Swanson in the Allan Dwan Paramount production, "A Society Scandal," which will be shown at the . . . Theatre next . . .

You might recall Simpson in Allan Dwan's "The Glimpses of the Moon" and in "The Exciters" with Bebe Daniels, but this is his first real big chance. When he first started in the picture game, Allan's one ambition in life was to make the picture-going public admit that he could act and not merely to think of him in the light of a poser for collar, hat and tobacco ads. Just how far he has succeeded may be seen in "A Society Scandal" in which he is forced to do no little amount of dramatic acting as the husband who divorces Miss Swanson in the first few feet of the picture and then spends his time through the rest of the production trying to win her back while Rod La

Ready-Made News

(Review No. 1)

Gloria Swanson wears a glittering array of new gowns in "A Society Scandal," her newest Paramount production, which is receiving its first local showing at the . . . Theatre. But the fires of acting genius that were lighted by this . . . star in "Zaza" and "The Humming Bird" are still flaring brightly. So while Miss Swanson offers an even more enticing fashion show than she ever did in her former "gown pictures," she also reminds us that she is a lady of outstanding dramatic and emotional talents besides. The combination is delightful.

"A Society Scandal" is adapted by Forrest Halsey, who also made the remarkably skillful scenario of "The Humming Bird," from Alfred Sutro's play, "The Laughing Lady," in which Ethel Barrymore starred on the New York stage. Mr. Halsey has taken several liberties with the polished Mr. Sutro's manuscript, but, we firmly believe, all are for the best.

Miss Swanson has the role of a society beauty who, involved innocently in a compromising situation with a rotter, is sued for divorce by her weakling husband. On the stand her husband's lawyer, a handsome, young, and over-zealous attorney, tears her reputation to shreds. Whereupon it becomes the fair divorcee's chief aim in life to humiliate the lawyer in some way for the ruin he has wrought upon her socially. The piquant manner in which she accomplishes her purpose and the surprising result are pictured in a most engrossing manner.

We would class "A Society Scandal," as one of Miss Swanson's very best. The picture was produced by Allan Dwan, also responsible for "Robin Hood," "Zaza," and "Big Brother." Rod La Rocque, a personable young actor, who has been making rapid strides to fame lately, gives an excellent performance as the lawyer-hero. Ricardo Cortez is the "other man" in the case, and Allan Simpson, the original Arrow Collar man, is the husband.

(Review No. 2)

After you see "A Society Scandal," you are quite ready to announce to the world that Gloria Swanson is not only the most beautiful woman on the screen and the most gorgeously gowned, but also that she compares favorably with the finest emotional actresses who ever lived.

Miss Swanson wears fourteen different gowns in this picture, which opened a . . . run at the . . . Theatre last evening

—evening gowns, negligee and—each one has more eye-filling than went before. It is to "The Humming Bird" she gamboled and a ragged boy.

"A Society Scandal" picture should be place within the New York society, and studio society to our eyes. The one of the big place in the real among the actors

Miss Swanson do not in any w emotional power throws into her story, which was famous Alfred Sutro's "Lady," is not the usual society stuff but logical, gripping and at a woman's reputation.

In the story Miss Swanson upon a cold-blooded fatuate with her lawyer, who ruined her in the divorce court. only to discover that through with her him as he did her.

Rod La Rocque, one engaging leading men is the hero, and Ricardo Cortez and Allan Simpson are also directed.

(Review No. 3)

Gloria in fourteen slithering new Paris gowns, wearing her unconventional dress in a hotel booby with smashing his reputation.

Well, see Gloria Swanson's "A Society Scandal" at the

You must! It's the gaudiest, scandalous picture and passionate moon.

For you who love gowns, see "A Society Scandal" with delight. For you who joy because of the "A Society Scandal" come and see the story on the stage, but

Novelty Here

SOCIETY SCANDAL

THE MAGAZINE THAT TELLS
THE TRUTH ABOUT THE RICH

A SWANSON PICTURE SO RICH MATERIAL AS "A SOCIETY SCANDAL"



Made Newspaper Reviews

—evening gowns, negligee and—each one has more eye-filling than the one that went before. It is "The Humming Bird," in which she gamboled and grimaced about as a ragged boy.

"A Society Scandal" is all a good picture should be. The events take place within the inner circle of New York society, and it is not the movie-studio society that parades before our eyes. The settings are authentic, one of the big scenes actually taking place in the real Ritz ballroom, and among the actors

Miss Regan do not in any way detract from the emotional power and fire that she throws into her scenes. The story, which was adapted from the famous Alfred S. Wainwright's "The Laughing Lady," is not the usually jazz-mad society stuff but is a thoroughly logical, gripping and at all times entertaining drama of love, divorce and a woman's reputation.

In the story Miss Swanson enters upon a cold-blooded attempt to infatuate with her charms the young lawyer, who ruined her reputation in the divorce court. She succeeds, only to discover that she cannot go through with her purpose of ruining him as he did her.

Rod La Rocque, one of the most engaging leading men now extant, is the hero, and Ricardo Cortez and Allan Simpson are also in the cast. Allan Dwan directed. The picture is a Paramount production.

(Review No. 3)

Gloria in fourteen shimmering, slithering new Paris gowns—

Gloria bewildering society with her unconventional escapades—

Gloria vamping Rod La Rocque in a hotel boulevard with the idea of smashing his reputation—

Well, see Gloria Swanson in "A Society Scandal" at the You must!

It's the gapingest, eye-fillingest, scandalouset picture in many a red and passionate moon.

For you who love her for her gowns, see it. You'll fairly gurgle with delight over these new masterpieces. For you who whooped with joy because Gloria proved in "Zaza" and "The Humming Bird" that she is really a mistress of emotions, come and swoop some more.

Ethel Barrymore appeared in the story on the stage, but we like our Gloria better.

And Rod La Rocque and Allan Simpson, the real, original Arrow Collar boy, are in it too.

And Allan Dwan, one of our favorite megaphone-men, directed.

And it's Paramount.

You'll love it!

(Rhymed Review)

You'll see Miss Gloria Georgeous Swanson

Vampin', lovin', flirtin' and dauncin'; Wearin' a hundred gowns from Paris, Breakfast and tea gowns—but don't embarrass

Me, ladies—suffice it they're beauties, And Glory's a winner from coiffeur to beauties

The story's about a ritzy young charmer

Who firmly believed that no mere man could harm 'er

Until she bunked into that young lawyer Farr,

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To that peachuva film, "A Society Scandal."

Newspapers and Reporters Play Big Part in Picture

Although Gloria Swanson is the star of "A Society Scandal," her new Paramount picture, and Rod La Rocque and Ricardo Cortez have principal supporting roles, a most important factor in the story is the daily newspaper.

The newspaper is used in the picture to show the power of public opinion on the lives of the characters about which the story moves. Marjorie Colbert, a high bred society woman (played by Miss Swanson) is plunged into disgrace by the relentless tactics of Daniel Farr, an attorney, who prosecutes a divorce case against her and her shame is flaunted before the world in the newspapers. Later Marjorie uses the same newspapers to get her revenge upon Farr and then again goes to the newspapers to try to undo the havoc she has brought into her own life as well as that of the young attorney.

Headlines of several of the metropolitan dailies are used frequently in the picture, and other scenes show the city room of one of the great New York papers, also the presses relentlessly grinding out the newspaper that sometimes make and at other times wreck characters over night.

"A Society Scandal" opens a days' run at the Theatre on next.

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Her friends in the picture, all being more or less socially prominent, have at some time or other appeared in the motion picture news reels. So Miss Swanson in the role of Marjorie Colbert goes to the trouble of collecting

some of these pictures, making out of them several reels of film and shows them at her home, much to the amusement of the social elite gathered for the occasion—for instance there is a scene dating back to Aug. 1916, showing a modest war hero, Harrison Peters, who risks his life to save two persons from drowning, but quails before the camera—and so on. This scene is a real novelty in that it shows motion pictures within motion pictures.

Rod La Rocque, Ricardo Cortez and Allan Simpson play in support of Miss Swanson in this picture which was adapted from the stage play, "The Laughing Lady," in which Ethel Barrymore starred with great success. The screen version of the story is said to be far more interesting than the original play.

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Rod La Rocque travelled all the way from Hollywood to Paramount's Long Island studio in New York City to play one of the principal male roles in support of Gloria Swanson in her newest picture, "A Society Scandal," which is due at the Theatre next

With the completion of the picture, this prominent screen leading man straightway hopped a rattler, as the saying goes, and retraced his steps to the coast in order to start work in the forthcoming Cecil B. DeMille production of "Triumph," which will be shown at the Theatre as soon as available.

La Rocque's work in "The Ten Commandments," in which he is a featured player, has more than brought him into popular favor during the past months. Ricardo Cortez and Allan Simpson have leading roles with Mr. La Rocque in support of Miss Swanson in "A Society Scandal."

Studio Wardrobe Mistresses Are Fairy Godmothers to Our Modern Cinderellas

What become of the many gorgeous gowns Gloria Swanson wears in pictures?

These dresses often give delight to extra women, stenographers and laboratory girls, for it is a custom in some studios to sell many of the dresses after they have served their original purpose. A dress that Miss Swanson wears, for instance, in but one scene may find itself in the wardrobe of one of the studio stenographers.

Miss Swanson never wears a gown a second time in pictures that is—

no matter how costly the dress goes in stock as soon as she is through with it. The next time it appears on the screen it may be worn by some actress playing a bit part or by an extra woman, who takes her place in the background with the "atmosphere."

Sometimes leading women who have gorgeous clothes furnished them for their parts in pictures, buy the dresses for their personal wardrobe. If a star becomes attached to a particular gown she has the privilege of purchasing it, but this rarely happens.

Many times the foundation of bizarre costumes are used as the basis of new gowns of an entirely different style. Period costumes that are designed for stars always go into stock after they are used. At some future time, however, they may be altered to fit some earlier or later period.

When dresses are worn or soiled during the filming of a picture the good silk or satin remaining is usually used for fancy pillow covers, pian scarfs and the like. There is never any waste in spite of the apparent profligate use of fine clothes in present-day motion pictures.

Miss Swanson has probably seen more clothes to wardrobe closet than any other actress on the screen today. At the completion of her latest Paramount picture, "A Society Scandal," which comes to the Theatre for a days' run next, she discarded fourteen gowns of the most advanced styles. They ranged all the way from evening frocks, riding habits and negligees to the smart things to wear for the divorce court. These all went into the general wardrobe and who knows but some petite stenographer—she will have to be so—she is to wear Gloria's clothes—may be taking her weekly riding lesson in the park adorned in a habit of the latest cut, fresh for the Paramount Long Island studio.

This is what becomes of the smart gowns worn by Miss Swanson—any star in fact—in motion pictures.

Gloria Swanson Has a Studio "Housewarming"

To celebrate the completion of her new movable dressing room, the latest word in studio comfort, Gloria Swanson during the filming of her new Paramount picture, "A Society Scandal," entertained about one hundred of her friends at a "house warming" in the Paramount studios in Long Island City.

One corner of the great studio floor was converted into a reproduction of a garden with paths leading into the new "house" and here among real trees and flowers the star received her guests. One part of the garden was used as a dancing floor and the other was given over to refreshment tables.

Miss Swanson's new dressing room the gift of the studio, is the most elaborate of its kind so far to be built for a popular star. Mounted on wheels so that it can be moved to any corner of the studio where she

ty Herald

SOCIETY
SCANDAL

MAGAZINE THAT TELLS
ABOUT THE RICH

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Newspaper Reviews

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View No. 3)

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Glorially yours,

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(Or this novel post card)

Every time I see myself in pictures now I always talk of the person I see as 'She.' 'She' shouldn't do that, or 'she' should have done this,' I say to myself, for the character is something apart. I feel like the little girl, who has an invisible playmate. The person on the screen, to me, is not myself but another Gloria Swanson.

"A Society Scandal," Gloria Swanson's new Paramount picture, produced by Allan Dwan, with Rod La Rocque, Ricardo Cortez and Allan Simpson prominent in the supporting cast, comes to the

..... Theatre for a run of days on next.

This picture brings a new Gloria to the screen—a Gloria more glorious than ever, wearing gowns that'll knock your eye out—as for acting, Miss Swanson herself admitted that the role of Marjorie Colbert taxed her resources to the limit. To use the star's own words, "What a life!"

High-Hatting It At the Ritz Grand Ball Room

People throughout the United States who have never been in New York—and many New Yorkers, for that matter—will have an opportunity to view the grand ball room of the Ritz-Carlton hotel in Gloria Swanson's new Paramount picture, "A Society Scandal," coming to the

..... Theatre next Arrangements were made between the Ritz management and Allan Dwan, the director, for the use of the magnificent salon, and a scene showing a dance with one hundred or more couples was filmed, full electrical equipment being transported from the company's Long Island studio for the purpose.

Seldom are such scenes photographed in the actual room because of the almost insurmountable difficulties in arranging for the proper lighting, but the picture public wants the real thing, and Dwan gives it to them in this picture, an adaptation by Forrest Halsey of Alfred Sutro's highly successful stage play, "The Laughing Lady."

Rod La Rocque, Ricardo Cortez and Allan Simpson play in support of the star. Others in the cast are Fraser Coalter, Mrs. Ida Waterman and Yvonne Hughes.

Gloria Swanson Picks Her Ideal Actors and Actresses

The motion picture stars, no less than the motion picture fans, have their favorites.

Practically every prominent screen player holds in special regard some other screen player, whose work and personality she or he esteems above all others.

Gloria Swanson, starring in the Allan Dwan Paramount production, "A Society Scandal," coming to the

..... Theatre next picks as her favorite actresses Norma Talmadge and Mary Pickford, while she thinks that there are no actors quite like Elliot Dexter and Thomas

Ready Money Hints (Continued)

When Marc Antony fell for Cleopatra's chassiss, it was A SOCIETY SCANDAL.

When Napoleon threw over Josephine for another cutie, it was A SOCIETY SCANDAL.

When GLORIA SWANSON made her greatest Paramount Picture, it was A SOCIETY SCANDAL. Coming to the

..... Theatre next Tie up with the stores about town like this:

Opticians—"The way people mistreat their eyes is A SOCIETY SCANDAL. Let us examine your eyes and supply glasses if necessary."

Beauty parlors, etc.—"Thousands of plain women could be pretty if they liked. It's A SOCIETY SCANDAL that they aren't. See us."

Any store—"Some tradesmen's prices are A SOCIETY SCANDAL. Ours are a neverfailing pleasure."

low, you say? Shame on you! Why he's the man who made the collar ad famous, was in "The Glimpses of the Moon" and with Bebe Daniels in "The Exciters."

An that's not the half of it. Here's a few in the supporting cast which makes the leading players step some to win the laurels. Mrs. Ida Waterman, a stage and screen actress of the old school, Thelma Morgan Converse, prominent society matron making a try of the picture game, Fraser Coalter, Yvonne Hughes, Catherine Proctor and a host of others. How's that for a cast?

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It's a great story, an adaptation of Alfred Sutro's stage play, "The Laughing Lady."

Took An Earthquake to Get Her Into Motion Pictures

Mrs. Ida Waterman, who plays the role of Mrs. Maturin Colbert in "A Society Scandal," Paramount's screen

version of Alfred Sutro's play, "The Laughing Lady," starring Gloria Swanson and produced by Allan Dwan, began her screen career in the old Biograph's Co.'s production of "Classmates," with a cast which included Henry B. Walthall, Marshall Neilan and Blanche Sweet. She had scorned pictures as did most of legitimate stage actors of those days until the filmed record of the Messina disaster convinced her of their limitless future.

Mrs. Waterman, despite her rather lengthy career behind the footlights, prefers pictures to the stage. "There is always something new in pictures," she says. "I'm glad I capitulated even though it took the Messina earthquake to overcome my prejudices against the movies."

"A Society Scandal" opens a days' run at the Theatre next Rod La Rocque, Ricardo Cortez, Allan Simpson, Fraser Coalter, Yvonne Hughes and many others are included in the strong supporting cast.

Remember that this is the day of exploitation in the show business. Poor and mediocre shows are being put over by the wholesale on exploitation alone. Don't lay down when you get a really fine packed-with-exploitation picture like "A Society Scandal."

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We would class "A Society Scandal," as one of Miss Swanson's very best. The picture was produced by Allan Dwan, also responsible for "Robin Hood," "Zaza," and "Big Brother." Rod La Rocque, a personable young actor, who has been making rapid strides to fame lately, gives an excellent performance as the lawyer-hero. Ricardo Cortez is the "other man" in the case, and Allan Simpson, the original Arrow Collar man, is the husband.

(Review No. 2)

After you see "A Society Scandal," you are quite ready to announce to the world that Gloria Swanson is not only the most beautiful woman on the screen and the most gorgeously gowned, but also that she compares favorably with the finest emotional actresses who ever lived.

Miss Swanson wears fourteen different gowns in this picture, which opened a run at the Theatre last evening

in the story, upon a cold-blooded fatuate with her lawyer, who runs in the divorce court only to discover through with him as he did

Rod La Rocque, an engaging leading is the hero, and Allan Simpson, Allan Dwan is a Paramount

(Review No. 1)

Gloria in a slithering new Gloria bewil her unconvent Gloria vamp in a hotel bou smashing his

Well, see G Society Scanda

You must!

It's the ga scandalousest and passionat

For you w gowns, see it with delight o pieces. For y joy because G and "The Hu is really a come and w

Ethel Barry story on the Gloria better.

Novelty Herald

SOCIETY SCANDAL

THE MAGAZINE THAT TELLS THE TRUTH ABOUT THE RICH



Gloria Swanson

Will this herald pack 'em in? You know it will! Box-office is written all over it. when they get a peek at what's inside—! Four pages; attractively colored. page is left blank for your theatre name, dates, etc.

Only \$3.00 per thousand.

promising situation upon a cold-blooded attempt to ruin a husband. On the d's lawyer, a hand- over-zealous at- er reputation to on it becomes the hief aim in life to has wrought upon pliquant manner in plishes her purpose result are pictured ing manner.

is "A Society Scan- miss Swanson's very o responsible for "Zaza," and "Big a Rocque, a person- who has been mak- o fame lately, gives rmance as the law- o Cortez is the "oth- se, and Allan Simp- Arrow Collar man,

ew No. 3)

(Rev) urteen shimmering, Paris gowns— dering society with onal escapades— ing Rod La Rocque doir with the idea of reputation— oria Swanson in "A Well, see G" at the..... Society Scandal

You must! pingest, eye-fillingest, It's the ga picture in many a red scandalousest and passionat no love her for her For you w You'll fairly gurgle gowns, see it ver these new master- with delight ou who whooped with pieces. For oria proved in "Zaza" joy because Gming Bird" that she and "The Hu mistress of emotions, is really a oop some more. come and w more appeared in the Ethel Barr stage, but we like our story on the Gloria better.

w No. 2)

A Society Scandal," yady to announce to oria Swanson is not eautiful woman on the most gorgeous- also that she com- with the finest emo- who ever lived. wears fourteen dif- this picture, which run at the Theatre last evening

Newspapers and Reporters Play Big Part in Picture

Although Gloria Swanson is the star of "A Society Scandal," her new Paramount picture, and Rod La Rocque and Ricardo Cortez have principal supporting roles, a most important factor in the story is the daily newspaper.

The newspaper is used in the picture to show the power of public opinion on the lives of the characters about which the story moves. Marjorie Colbert, a high bred society woman (played by Miss Swanson) is plunged into disgrace by the relentless tactics of Daniel Farr, an attorney, who prosecutes a divorce case against her and her shame is flaunted before the world in the newspapers. Later Marjorie uses the same newspapers to get her revenge upon Farr and then again goes to the newspapers to try to undo the havoc she has brought into her own life as well as that of the young attorney.

Headlines of several of the metropolitan dailies are used frequently in the picture, and other scenes show the city room of one of the great New York papers, also the presses relentlessly grinding out the newsprint that sometimes make and at other times wreck characters over night.

"A Society Scandal" opens a..... days' run at the..... Theatre on next.

pictures.

Rod La Rocque, Ricardo Cortez and Allan Simpson play in support of Miss Swanson in this picture which was adapted from the stage play, "The Laughing Lady," in which Ethel Barrymore starred with great success. The screen version of the story is said to be far more interesting than the original play.

La Rocque Claims He's the Champion Commuter

Rod La Rocque travelled all the way from Hollywood to Paramount's Long Island studio in New York City to play one of the principal male roles in support of Gloria Swanson in her newest picture, "A Society Scandal," which is due at the Theatre next

With the completion of the picture, this prominent screen leading man straightway hopped a rattler, as the saying goes, and retraced his steps to the coast in order to start work in the forthcoming Cecil B. DeMille production of "Triumph," which will be shown at the Theatre as soon as available.

La Rocque's work in "The Ten Commandments," in which he is a featured player, has more than brought him into popular favor during the past months. Ricardo Cortez and Allan Simpson have leading roles with Mr. La Rocque in support of Miss Swanson in "A Society Scandal."

resses for their perso- If a star becomes attac- ticular gown she has th- purchasing it, but thi- pens.

Many times the four- zarre costumes are use- of new gowns of an ent- style. Period costumes signed for stars always after they are used. A time, however, they m- to fit some earlier or l- When dresses are w- during the filming of good silk or satin rema- ly used for fancy pillow scarfs and the like. T- any waste in spite of profligate use of fine cl- ent-day motion pictures

Miss Swanson has more clothes to war- than any other actress today. At the compl- latest Paramount pictur- Scandal," which comes Theatre for a..... next, she d- teen gowns of the m- styles. They ranged from evening frocks, and negligees to the s- wear for the divorce o- all went into the gene- and who knows but som- ographer—she will hav- she is to wear Gloria's- be taking her weekly in the park adorned in a latest cut, fresh for th- Long Island studio.

This is what becomes gowns worn by Miss any star in fact—in mo-

velty Herald

SOCIETY SCANDAL

MAGAZINE THAT TELLS TRUTH ABOUT THE



Gloria Swanson

this herald pack 'em in? You know it- box-office is written all over it. And y get a peek at what's inside—! pages; attractively colored. Back left blank for your theatre name, play

\$3.00 per thousand.

SELLING SEATS BY MAIL (Send the letter below to your people)

PARAMOUNT THEATRE
Coolidge, N. H.

Dear Miss Adams,

Isn't it a shame about Marjorie Colbert? Rich, young, popular—and now her husband is suing her for a divorce because of that escapade with Hamilton Peters at the Pennfield house party on Long Island. And his lawyer is saying such awful things about Marjorie as—

But don't read about it in the papers. See Gloria Swanson as "Marjorie Colbert" in her big new society-gowns-divorce-drama, "A Society Scandal," coming to this theatre next and Paramount? You bet!

Glorially yours,
..... Manager.

(Or this novel post card)

IT'S
A
SOCIETY
SCANDAL
!

ADDRESS HERE

(Front of post card)

PARAMOUNT THEATRE
Coolidge, N. H.

Dear Miss Adams,

Yes, it's "A Society Scandal." Gloria Swanson's gorgeousest picture. Glittering gowns, glowing love scenes, a story of love and divorce in high society. Rod La Rocque as the hero. Made by Allan Dwan for Paramount. If you could see only one picture a year, this would be IT.

Yours for entertainment,
..... Manager.

(Back of post card)

(Trick post card)

Dear Miss Adams,

I shall be in next and to tell you the real inside story of A Society Scandal.

Your friend,
Gloria Swanson.

Gloria Swanson Studio "Housew"

To celebrate the comp- new movable dressing r- word in studio comfort, son during the filming Paramount picture, "A dal," entertained about of her friends at a "hou- in the Paramount stud- Island City.

One corner of the floor was converted into tion of a garden with p into the new "house" and real trees and flowers ceived her guests. One garden was used as a d- and the other was given freshment tables.

Miss Swanson's new dr- the gift of the studio, elaborate of its kind s- built for a popular star. wheels so that it can be n corner of the studio wh- be working, it is as co- de-luxe cabin on an ocea

Among Miss Swanson's Rebecca West, the Engl- Edward Knoblock, prom- author; Frank Crownsh- of Vanity Fair; Mr. and Zukor, Mr. and Mrs. Eu- Rosa Ponselle, the op- George Putnam, the pub- Stephen Benet, writers; Lois Wilson, William de Beranger, Mr. de Mille- Owen Johnson, Fannie H- Olcott, who made "The dess," "Little Old New "The Humming Bird," son's picture preceding Scandal;" and Charles H- ne, the poet.

"A Society Scandal," Dwan production with R- que and Ricardo Cortez support of the star, wil- at the T- It's a scree- the stage success, "The Lady," by Alfred Sutro.

New Swanson Picture Entirely in New

What is believed to be- been set by Allan Dwan- duction of Gloria Swa- Paramount starring pict- ciety Scandal," due at th- Theatre next an adaptation of the stag- Laughing Lady," in whic- rymore scored such a success, was produced in New York City and vic- If you've never been t- the picture will serve a t- pose—that of an enterta- love drama—and a trav- elty.

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She succeeds,
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for their personal wardrobe. If a star becomes attached to a particular gown she has the privilege of purchasing it, but this rarely happens.

Many times the foundation of bizarre costumes are used as the basis of new gowns of an entirely different style. Period costumes that are designed for stars always go into stock after they are used. At some future time, however, they may be altered to fit some earlier or later period.

When dresses are worn or soiled during the filming of a picture the good silk or satin remaining is usually used for fancy pillow covers, piano scarfs and the like. There is never any waste in spite of the apparent profligate use of fine clothes in present-day motion pictures.

Miss Swanson has probably sent more clothes to wardrobe closets than any other actress on the screen today. At the completion of her latest Paramount picture, "A Society Scandal," which comes to the Theatre for a..... days' run next, she discarded fourteen gowns of the most advanced styles. They ranged all the way from evening frocks, riding habits and negligees to the smart thing to wear for the divorce court. These all went into the general wardrobe, and who knows but some petite stenographer—she will have to be so if she is to wear Gloria's clothes—may be taking her weekly riding lesson in the park adorned in a habit of the latest cut, fresh for the Paramount Long Island studio.

This is what becomes of the smart gowns worn by Miss Swanson—or any star in fact—in motion pictures.

Gloria Swanson Has a Studio "Housewarming"

To celebrate the completion of her new movable dressing room, the last word in studio comfort, Gloria Swanson during the filming of her new Paramount picture, "A Society Scandal," entertained about one hundred of her friends at a "house warming" in the Paramount studios in Long Island City.

One corner of the great studio floor was converted into a reproduction of a garden with paths leading into the new "house" and here among real trees and flowers the star received her guests. One part of the garden was used as a dancing floor and the other was given over to refreshment tables.

Miss Swanson's new dressing room, the gift of the studio, is the most elaborate of its kind so far to be built for a popular star. Mounted on wheels so that it can be moved to any corner of the studio where she may be working, it is as complete as a de-luxe cabin on an ocean liner.

Among Miss Swanson's guests were Rebecca West, the English novelist; Edward Knoblock, prominent screen author; Frank Crowinshield, Editor of Vanity Fair; Mr. and Mrs. Adolph Zukor, Mr. and Mrs. Eugene Zukor, Rosa Ponselle, the opera singer; George Putnam, the publisher; Eleanor Wylie, the poetess; William and Stephen Benet, writers; Richard Dix, Lois Wilson, William de Mille, Clara Beranger, Mr. de Mille's scenarist; Owen Johnson, Fannie Hurst, Sidney Olcott, who made "The Green Goddess," "Little Old New York" and "The Humming Bird," Miss Swanson's picture preceding "A Society Scandal," and Charles Hanson Towne, the poet.

"A Society Scandal," an Allan Dwan production with Rod La Rocque and Ricardo Cortez playing in support of the star, will be shown at the Theatre next It's a screen version of the stage success, "The Laughing Lady," by Alfred Sutro.

New Swanson Picture Filmed Entirely in New York City

What is believed to be a record has been set by Allan Dwan in the production of Gloria Swanson's newest Paramount starring picture, "A Society Scandal," due at the Theatre next The picture, an adaptation of the stage play, "The Laughing Lady," in which Ethel Barrymore scored such a tremendous success, was produced in its entirety in New York City and vicinity.

If you've never been to New York the picture will serve a two-fold purpose—that of an entertaining society love drama—and a travelogue novelty.

SELLING SEATS BY MAIL (Send the letter below to your people)

PARAMOUNT THEATRE
Coolidge, N. H.

.....192.....

Dear Miss Adams,

Isn't it a shame about Marjorie Colbert?

Rich, young, popular—and now her husband is suing her for a divorce because of that escapade with Hamilton Peters at the Pennfield house party on Long Island. And his lawyer is saying such awful things about Marjorie as—

But don't read about it in the papers.

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Gloria Swanson's gorgeousest picture.

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Rod La Rocque as the hero.

Made by Allan Dwan for Paramount.

If you could see only one picture a year, this would be IT.

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.....Manager.

(Back of post card)

(Trick post card)

New York City,
.....192.....

Dear Miss Adams,

I shall be in.....next.....and.....to tell you the real inside story of A Society Scandal.

Your friend,

Gloria Swanson.



Gloria Swanson in THEATRE-FILLING PA

A Picture Worth All the



It's C
INSERT

Insert cards are
the poster family—
different uses for
cheap!



SET OF EIGHT COLORED LOBBY CARDS

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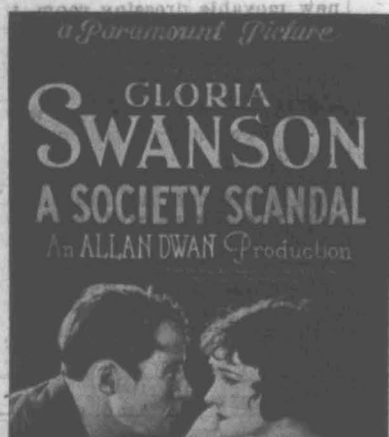
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Three Sheet (3A and 3B).....	.45
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Twenty-four Sheet (24A).....	2.40
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22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60
STAR CUTS OF GLORIA SWANSON	
One Column (two styles).....	.25
Two Column.....	.40
Three Column.....	.90
Circle Thumbnail (Coarse or Fine).....	.15
FOR NEWSPAPER ADS ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.65
Supplementary (Two Column).....	.25

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10
Supplementary (Two Column) (Adv. Only).....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25
FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 34 in. to 16 in. to 18 in.).....	.20
Heralds, per thousand.....	3.00
Roto Magazine (per 1,000).....	1.50
Window Card.....	.07
Announcement Slide.....	.15
Publicity Photos, Each.....	.10
Trailers—National Screen Service, 126 W. 46th St., New York City 845 So. Wabash Ave., Chicago, Ill. 917 So. Olive Street, Los Angeles, Cal. 284 Turk St., San Francisco	

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Here are snappy, artistic posters—the kind a
big special production merits. Use them.



Gloria Swanson in "A Society Scandal"

FILLING PAPER AT ACTUAL COST

Picture Worth All the Advertising You Can Give It



It's Colored INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



COLORED LOBBY PHOTOS—EACH 11" x 14"

Material

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advertising you
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Adv. Only)	.10
.....	.15
.....	.25
OTATION	1.50
7 x 43 in.)	1.50
.....	3.00
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.....	.07
.....	.15
.....	.10

ee,
York City
Chicago, Ill.
Los Angeles, Cal.
San Francisco



TRAILER

You can secure both a Service and a De Luxe Trailer on "A Society Scandal."

The Service Trailer consists of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

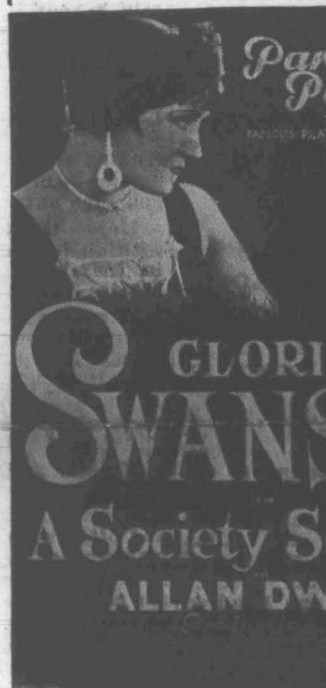
The De Luxe Trailer consists of beautiful art titles and 200 feet of scenes. This is in every respect a quality article worthy of the production it advertises. De Luxe Trailers cost \$15.00 during the first sixty days after release date and \$10.00 after the first sixty days. A refund of \$2.50 is allowed if returned within three weeks of shipment.

You can secure a regular trailer service on all productions at the cost of \$25.00 monthly.

Ask your Paramount exchange or order direct from National Screen Service, 126 West 46th Street, New York; 845 South Wabash Avenue, Chicago; 917 South Olive Street, Los Angeles, or 284 Turk Street, San Francisco.

WIRE OR WRITE—GIVING
EXACT PLAY DATES

Theatre &



Striking Window

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—the kind a
Use them.



With Posters

Nobody with eyes can miss the appeal of these posters. They are winners. And cost little.



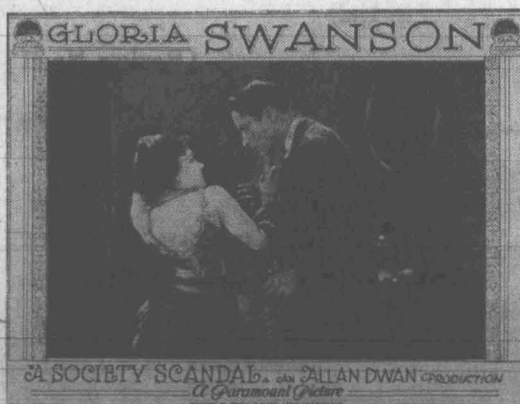
in "A Society Scandal" PAPER AT ACTUAL COST

Advertising You Can Give It



Colored ART CARD

are the handy men of
family—you'll find a dozen
for them. And they're



COLORED LOBBY PHOTOS—EACH 11" x 14"

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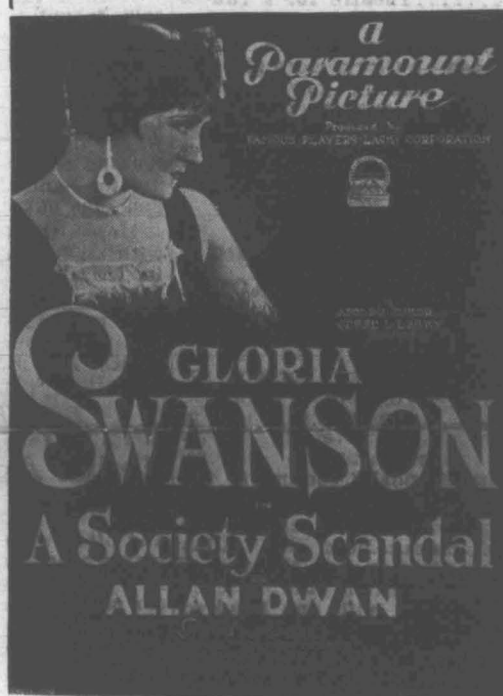
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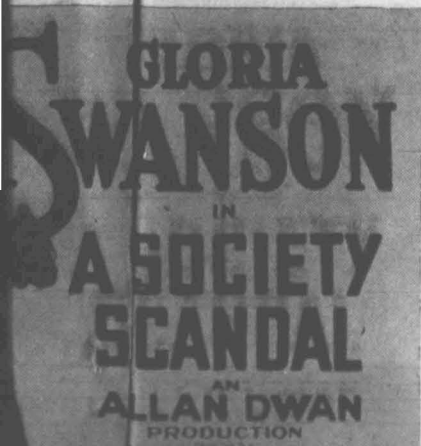
Theatre & Dates



Striking Window Card

With Posters

Nobody with eyes can miss the appeal of these posters. They are winners. And cost little.



A SOCIETY SCANDAL A ALLAN DWAN PRODUCTION
A Paramount Picture

A SOCIETY SCANDAL A ALLAN DWAN PRODUCTION
A Paramount Picture

SET OF EIGHT COLORED LOBBY CARDS

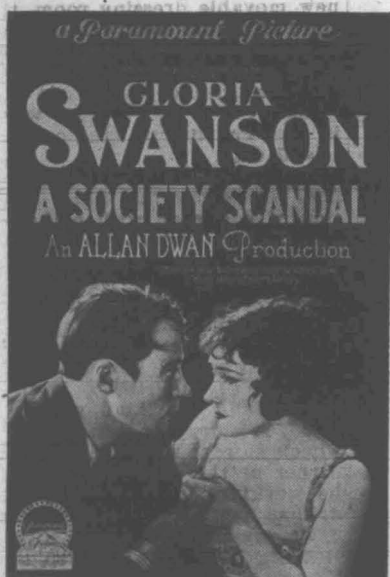
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POSTERS (as illustrated on this page)		One Column.....	.05
One Sheet (1A and 1B).....	.15	Two Column.....	.10
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Six Sheet (6A).....	.75	Three Column.....	.15
Twenty-four Sheet (24A).....	2.40	Four Column (Adv. Only).....	.25
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored).....	.40	GILT-EDGED FRAMES (Size 17 x 43 in.)...	1.50
11 x 14 Set of Eight (Colored).....	.30	Insert Cards (14 x 36 in. to fit above).....	.60
STAR CUTS OF GLORIA SWANSON		Heralds, per thousand.....	3.00
One Column (two styles).....	.25	Roto Magazine (per 1,000).....	1.50
Two Column.....	.40	Window Card.....	.07
Three Column.....	.90	Announcement Slide.....	.15
Circle Thumbnail (Coarse or Fine).....	.15	Publicity Photos, Each.....	.10
FOR NEWSPAPER ADS ADVERTISING CUTS		Trailers—National Screen Service, 128 W. 46th St., New York City 845 So. Wabash Ave., Chicago, Ill. 917 So. Olive Street, Los Angeles, Cal. 284 Turk St., San Francisco	
One Column.....	.35		
Two Column.....	.65		
Supplementary (Two Column).....	.25		

Press Books and Music Cues are gratis.



One-Sheet Poster 1A

Put It Over

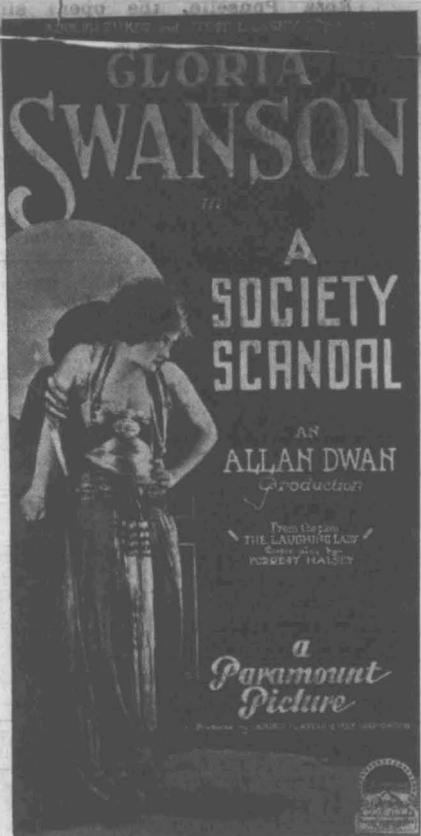
Here are snappy, artistic posters—the kind a big special production merits. Use them.



Colored Lobby Card (22" x 28")



Six-Sheet



Three-Sheet Poster 3A



Twenty-four Sheet

Y CARDS

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exchange. Send list of what

The more advertising you
NTITY PRICE SCHEDULE
 tion charges, etc., the prices
 e List from your Exchange.

RTISING, PRODUCTION, ETC.

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Two Column) (Adv. Only)...	.10
.....	.15
dv. Only).....	.25
GENERAL EXPLOITATION	
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x 36 in. to 42 in.).....	.25
nsand.....	3.00
(per 1,000).....	1.50
.....	.07
ide.....	.15
Each.....	.10
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46th St., New York City	
Wabash Ave., Chicago, Ill.	
17 Olive Street, Los Angeles, Cal.	
284 Turk St., San Francisco	

gratis.

GLORIA SWANSON
A Society Scandal
 an ALLAN DWAN Production

A Paramount Picture

COLORED LOBBY PHOTOS—EACH

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WIRE OR WRITE—GIVING EXACT PLAY DATES

Theat

Swanson
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A SOCIETY SCANDAL
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A Paramount Picture

With Posters

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GLORIA SWANSON
A SOCIETY SCANDAL
 ALLAN DWAN PRODUCTION

A Paramount Picture

Card (22" x 28")

Six-Sheet Poster 6A

Announcement Slide

GLORIA SWANSON
A SOCIETY SCANDAL
 An ALLAN DWAN Production

A Paramount Picture

Produced by FAMOUS PLAYERS LASKY CORPORATION

Twenty-four Sheet Poster 24A



COLORED LOBBY PHOTOS—EACH 11" x 14"

TRAILER

You can secure both a Service and a De Luxe Trailer on "A Society Scandal."

The Service Trailer consists of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

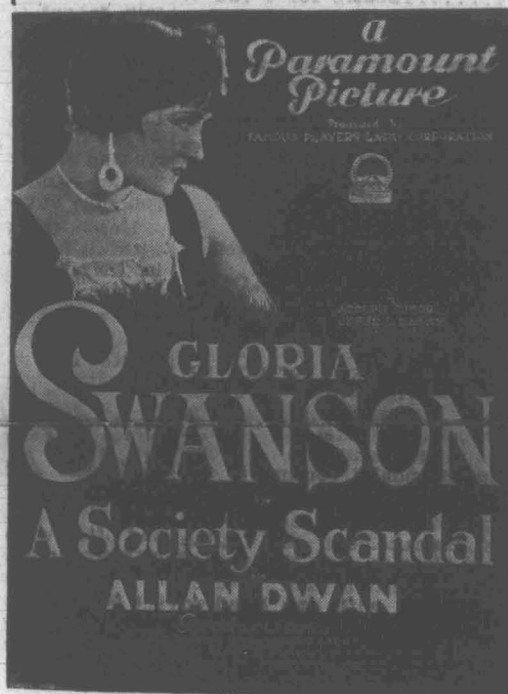
The De Luxe Trailer consists of beautiful art titles and 200 feet of scenes. This is in every respect a quality article worthy of the production it advertises. De Luxe Trailers cost \$15.00 during the first sixty days after release date and \$10.00 after the first sixty days. A refund of \$2.50 is allowed if returned within three weeks of shipment.

You can secure a regular trailer service on all productions at the cost of \$25.00 monthly.

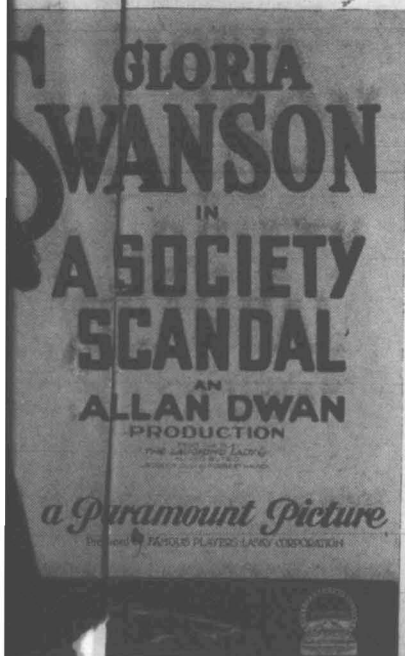
Ask your Paramount exchange or order direct from National Screen Service, 126 West 46th Street, New York; 845 South Wabash Avenue, Chicago; 917 South Olive Street, Los Angeles, or 284 Turk Street, San Francisco.

WIRE OR WRITE—GIVING
EXACT PLAY DATES

Theatre & Dates



Striking Window Card



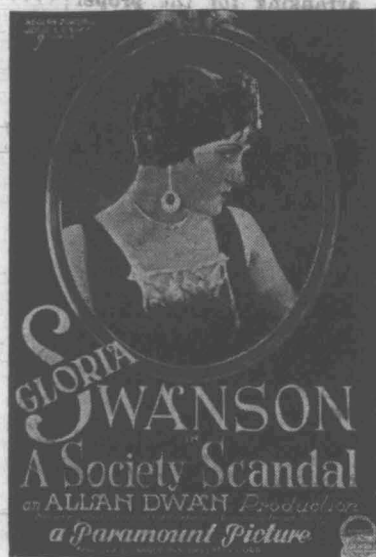
Sheet poster 6A

With Posters

Nobody with eyes can miss the appeal of these posters. They are winners. And cost little.



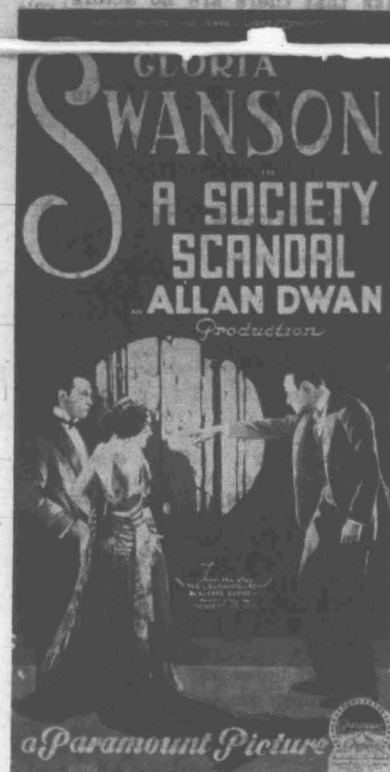
Announcement Slide



One-Sheet Poster 1B



Sheet Poster 24A



Three-Sheet Poster 3B

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<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

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